



# **HUNGARY MEDIA LANDSCAPE**

[www.themediavantage.com](http://www.themediavantage.com)



# Country Overview

HUNGARY IS CONSIDERED A HIGH-INCOME COUNTRY BY THE WORLD BANK

## Overview of Hungary



CAPITAL  
**Budapest**

REGION  
**Europe**

GDP PER CAPITA, PPP  
**\$34,966**

GDP  
**\$163 billion**

POPULATION  
**9,769,949**

AREA  
**93,028 SQ.KM**

Hungary's most important economic sectors are industry, wholesale and retail trade, transport, accommodation and food services.

Hungary can claim one of the world's highest per capita rates of Nobel laureates, though many of its winners have worked overseas in places such as the U.S. or Germany due to lack of local funding.

Most of Hungary's nearly 10 million citizens speak Hungarian, or Magyar.

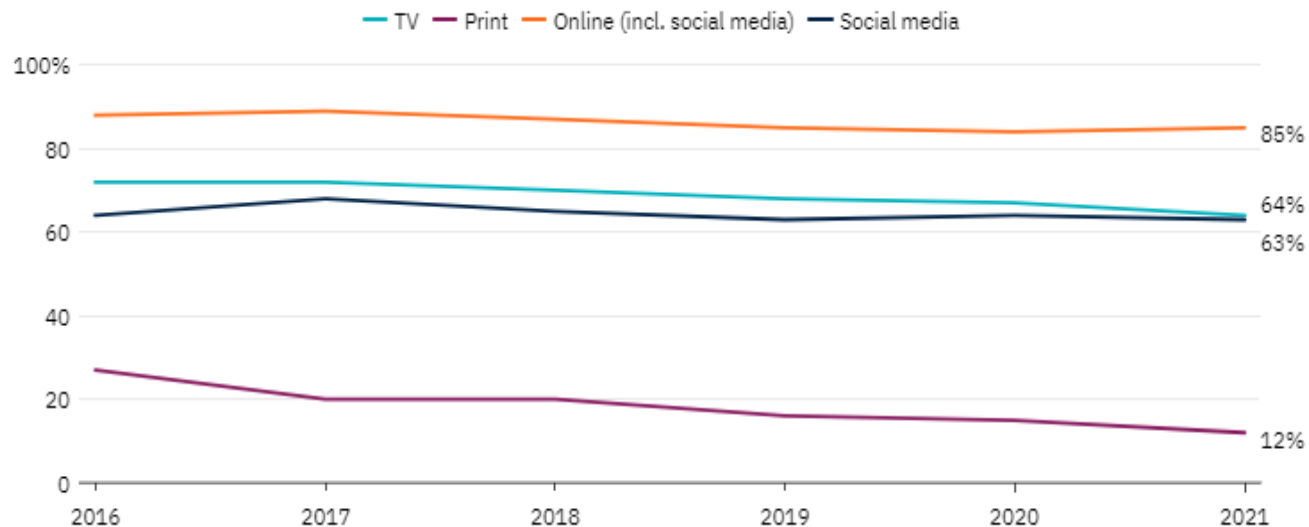
# Media Consumption Overview

TV IS THE PREVALENT TRADITIONAL MEDIUM

## Sources of news

2016–2021

Hungary



Almost spend 4 hours  
watching TV



One of the most trusted  
mediums



Print has declines over  
the years but still  
reaches millions

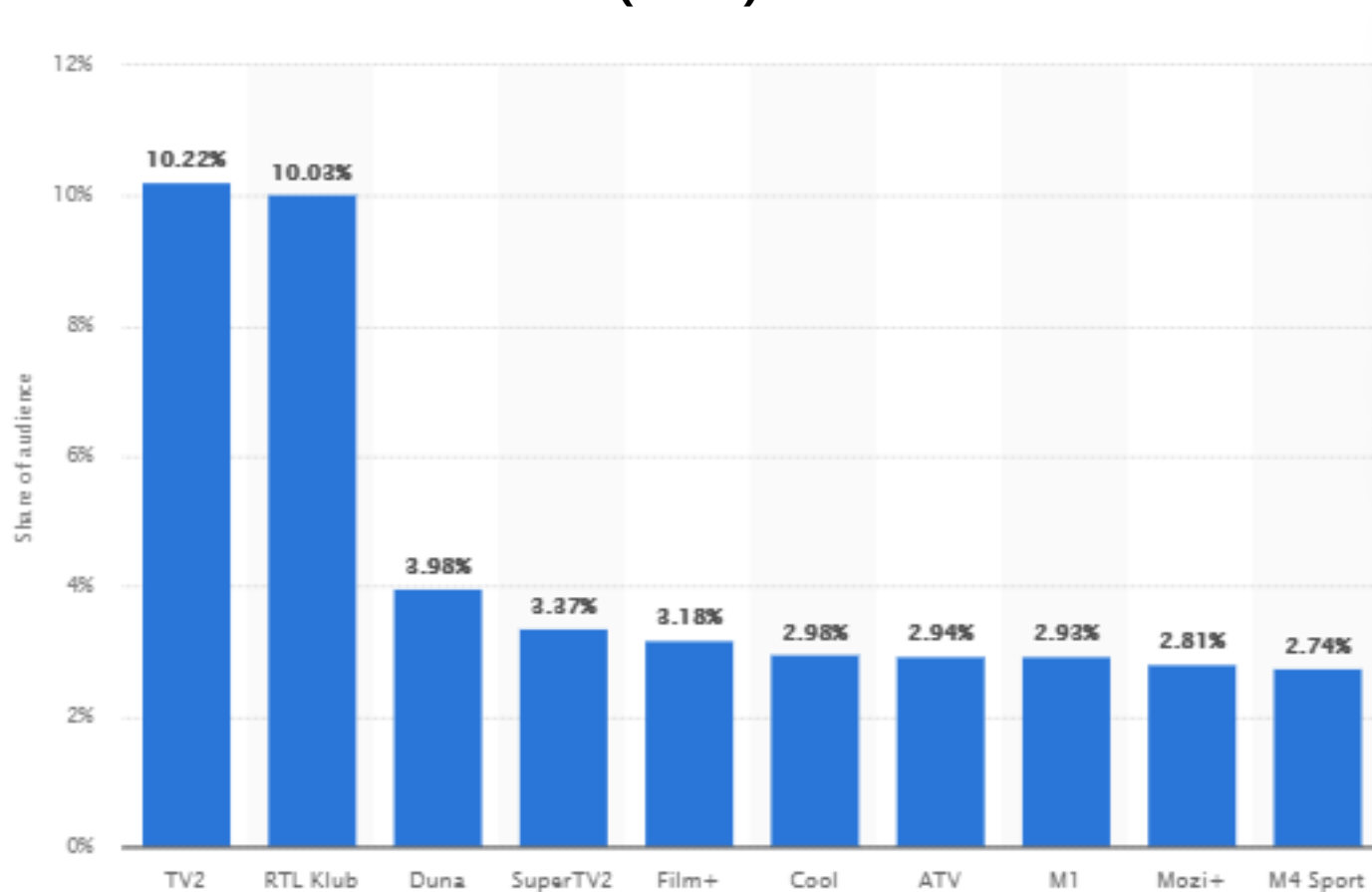


Internet penetration is  
83%

# TV Consumption

TV IS THE MOST CONSUMED TRADITIONAL MEDIA

**Top TV channels, by audience share  
(2019)**



- Over the years, television became the most widely-consumed type of media in Hungary, reaching 8.3 million viewers in 2021.
- Moreover, the estimated number of television subscriptions amounted to 3.6 million as of March 2021.

# TV Consumption

## TOP TV CHANNELS

### TV2



TV2 is a Hungarian free-to-air television channel operating since 4 October 1997, providing a large variety of programming. In 2020, TV2 was the market-leading commercial television channel in Hungary in daytime.

### RTL Klub



RTL Klub is a Hungarian free-to-air television channel and it owned by RTL Group. It rivals with TV2 and is a General Entertainment channel.



### Duna

Duna is one of Hungary's public television channels. Its General Entertainment channel.



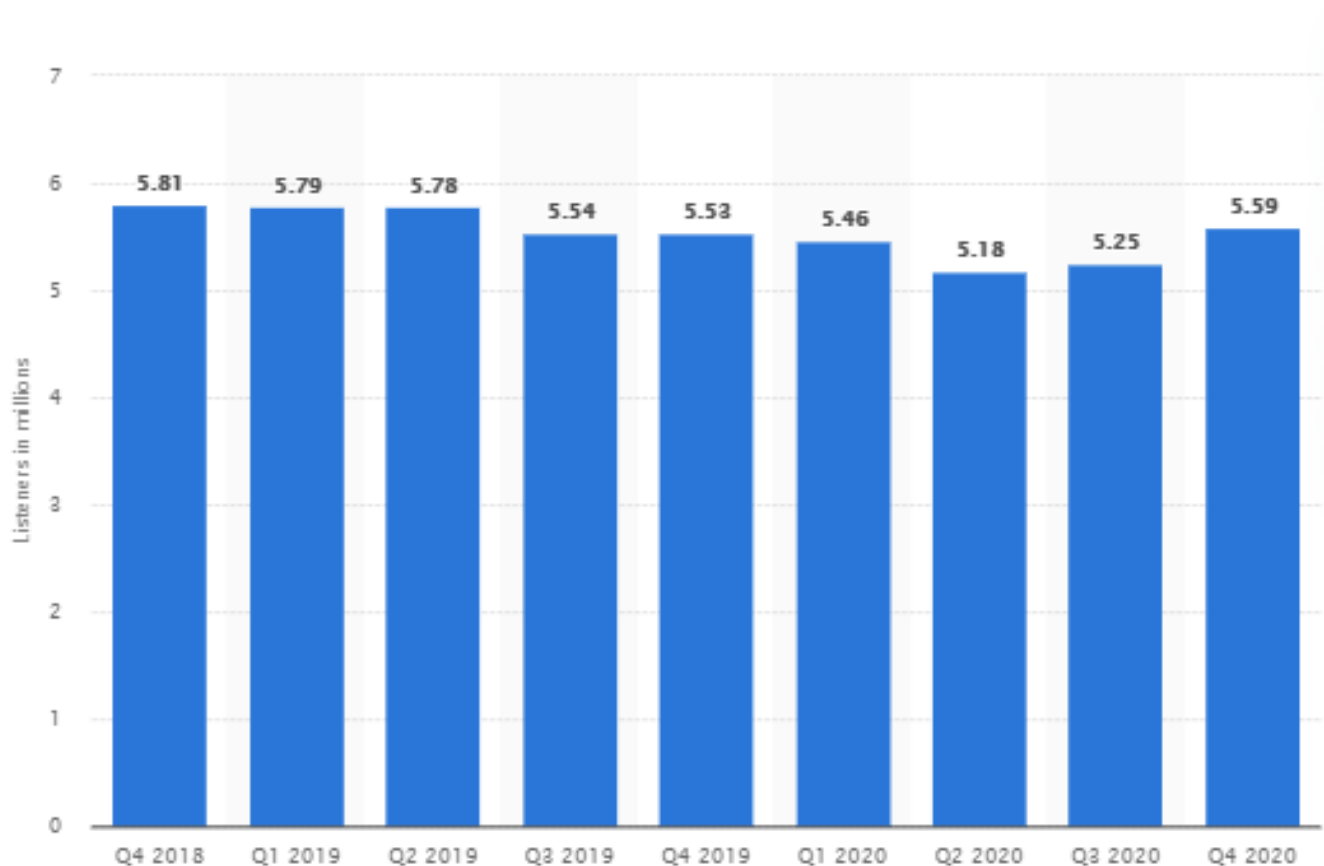
### Super TV2

Super TV2 is a commercial television channel in Hungary, owned by the TV2 Group. It's a general entertainment channel that airs a mix of hit television series, reality TV, lifestyle shows, and other entertainment programs.

# Radio Consumption

RADIO IS VERY POPULAR AMONGST HUNGARIANS

**Daily number of radio listeners  
(in millions)**



- In the fourth quarter of 2020, 5.6 million people listened to the radio every day, which was more than one half of the country's total population. This was the highest figure recorded since the second quarter of 2019

# Radio Consumption

## TOP RADIO STATIONS



Retro Radio  
FM 99.5

Retro is the leading radio station when it comes to political information.



Kossuth Radio  
FM 107.8

Kossuth Rádió is the national radio station of Hungary.



Radio 1  
FM 89.5

Rádió 1, the program for young people, is dedicated to playing pop.

In 2020, Retrő Rádió was the most popular radio station in Hungary with over 1.5 million daily listeners in the fourth quarter. The second most preferred station was Rádió 1 broadcasting, listened by more than 1.2 million listeners per day

# Print Consumption

NEWSPAPERS ARE CONSIDERED A RELIABLE SOURCE OF INFORMATION

REVENUE OF THE MEDIA AND PRESS INDUSTRY

376bn HUF

PRESS FREEDOM INDEX

31.76

- There are around 30 daily newspapers in Hungary, and more than 1,600 print publications
- Local and regional daily newspapers have high circulation figures, but these depend on the population living in the given county. The best-selling regional daily is Kisalföld with an average circulation of 56,365 copies
- Weeklies have the highest circulation figures in Hungary. The leading weekly newspaper is HVG



# Print Consumption

## TOP PRINT TITLES



### Heti Világgazdaság (HVG) Circulation: 29,778

HVG has been Hungary's leading economic and political weekly both in terms of circulation and readership. With its editorial office in Budapest, HVG provides objective information about domestic and international politics, economy and society.



### The Budapest Times Circulation: 200,000

The Budapest Times is an English-language newspaper reporting on events in Hungary. The paper is published weekly and is owned by Budapest-Zeitung Kft.



### Magyar Nemzet Circulation: 13,365

Magyar Nemzet is a major Hungarian newspaper published in Hungary. It is regarded as a moderate conservative daily.

# Digital Consumption

THE NUMBER OF INTERNET USERS IN HUNGARY INCREASED BY 4.8% BETWEEN 2020 AND 2021



# Digital Consumption

HUNGARIANS SPEND MOST OF THEIR TIME ON YOUTUBE

JAN  
2021

## TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



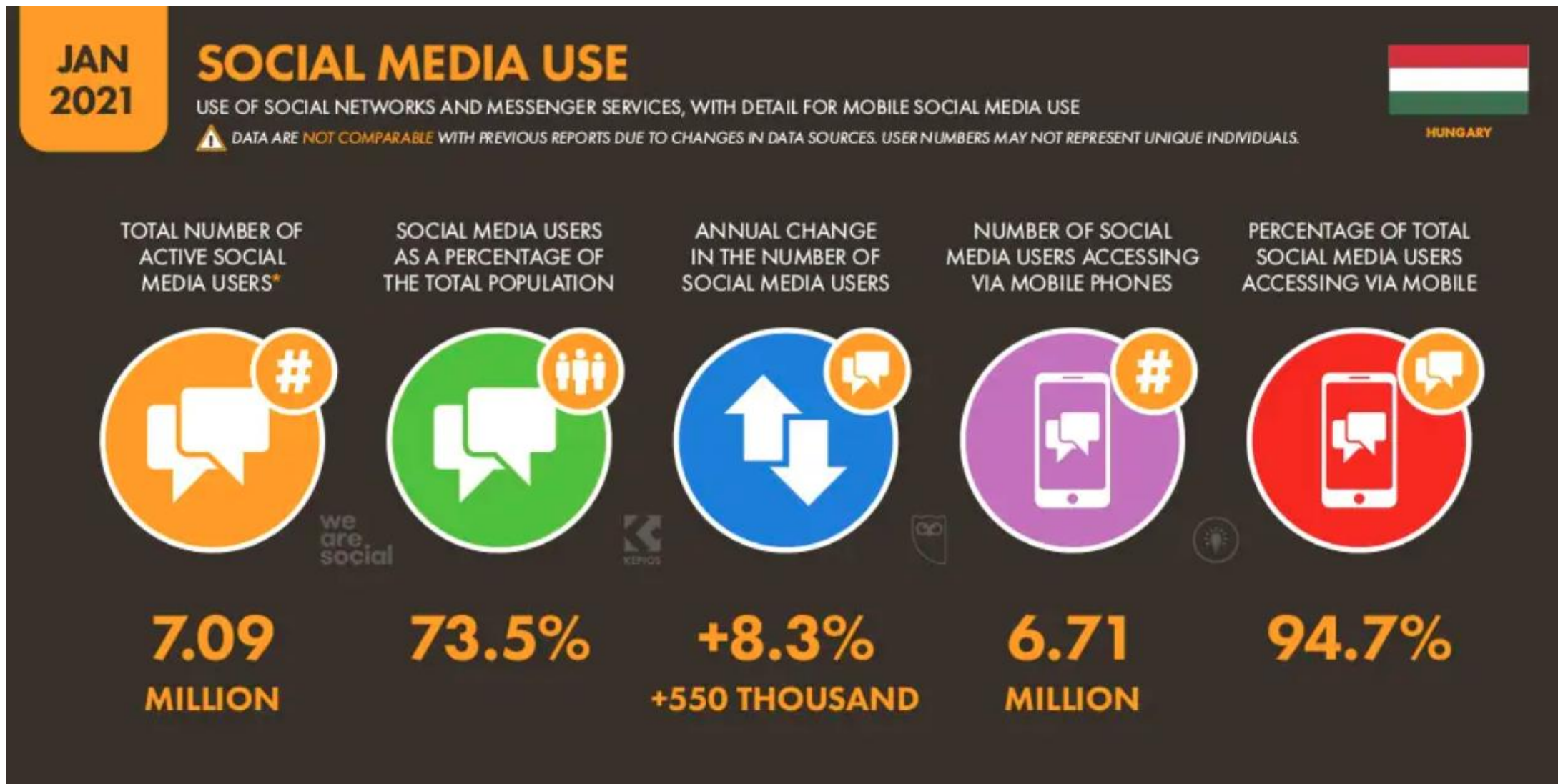
HUNGARY

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	397M	9.57M	12M 10S	8.9
02	FACEBOOK.COM	234M	7.92M	13M 45S	9.9
03	YOUTUBE.COM	175M	6.65M	21M 25S	12.0
04	GOOGLE.HU	44.9M	3.03M	8M 11S	11.2
05	INDEX.HU	34.4M	3.26M	5M 40S	3.1
06	WIKIPEDIA.ORG	32.7M	5.23M	4M 04S	3.0
07	24.HU	31.2M	3.91M	3M 40S	2.1
08	STARTLAP.HU	30.4M	1.49M	5M 10S	1.7
09	ORIGO.HU	28.1M	3.63M	9M 37S	3.1
10	HVG.HU	21.0M	3.11M	11M 43S	2.8

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	INSTAGRAM.COM	20.9M	2.89M	6M 27S	9.7
12	BLIKK.HU	19.8M	2.78M	3M 29S	2.6
13	IDOKEPHU	18.6M	1.83M	1M 43S	2.9
14	ARUKERESO.HU	18.5M	4.24M	5M 39S	5.7
15	444.HU	17.0M	1.99M	4M 23S	2.4
16	FREEMAIL.HU	16.9M	1.19M	4M 00S	7.0
17	PORTFOLIO.HU	15.4M	2.55M	11M 04S	2.4
18	PORNHUB.COM	15.3M	1.87M	8M 33S	6.9
19	JOFOGAS.HU	15.0M	2.61M	8M 34S	8.2
20	NLC.HU	14.6M	2.74M	2M 36S	1.9

# Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN HUNGARY INCREASED BY 8.3% BETWEEN 2020 AND 2021





# Outdoor Sites

HUNGARY



# Let's Discuss

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